

# Studie- ordning

(Valgfagskatalog)

(Electives course catalogue)

International Handel og Markedsføring  
International Sales and Marketing

2021



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**Bilag til Lokal studieordning for International Handel og Markedsføring (Vagfagskatalog)  
Forår 2021**

**Appendix to the local curriculum for the PBA degree in International Sales and Marketing  
Management (elective course catalogue), spring 2021**

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## 1. Indledning/Introduction

Denne del af studieordningen skal læses i sammenhæng med den nationale del af studieordningen (samt tilhørende uddannelsesbilag) og den lokale del af studieordningen. Den nationale del af studieordningen er fælles for alle udbydere af uddannelsen, mens den lokale del af studieordningen samt dette valgfagskatalog er fastsat af Zealand - Sjællands Erhvervsakademi.

(English)

This part of the curriculum must be read in conjunction with the national part of the curriculum (as well as related educational appendices) and the local part of the curriculum. The national part of the curriculum is common to all providers of the education, while the local part of the curriculum as well as this elective catalog is established by Zealand – Academy of Technologies and Business.

## 2. Lokale fagelementer udbudt som valgfag/Local programme elements offered as elective courses

Valgfag skal udgøre i alt 10 ECTS af uddannelsens samlede antal ECTS. Der kan vælges mellem nedenstående valgfag, som er beskrevet yderligere i det følgende.

(English)

Elective courses must constitute a total 10 of ECTS credits of the total number of ECTS credits of the programme. It is possible to choose between a numbers of elective courses which are described in detail in the following.

### 2.1. Video content creation

Language and location:

The elective course will be in English, teaching is conducted at campus in Roskilde

Content:

Video Content Creation is primarily a practice-based course, where the students get hands on experience with creating videos for different digital platforms. Based on content marketing theory and video marketing theory the students will gain competences to ensure the quality of video content. This course is preparing the student for an industry that seeks candidates that must be able to:

- master customized video content for various platforms (website, newsletters and social media)
- manage video recording
- master the editing process in KineMaster – Video Editor
- analyze and improve the video's digital performance online

Learning objectives:

*Knowledge*

The student will have knowledge of:

- latest trends and tendencies in video marketing theory and content marketing theory
- how to apply drama theory and storytelling to capture the attention of a target group in a noisy digital room
- how the above mentioned theories can be applied in alignment with a company's brand, overall strategy and digital marketing plan
- how the key ingredients for effective video content can vary across different platforms

### *Skills*

The student can:

- record video that is pleasant for the viewer in regard to film theory
- upgrade the recorded video material while managing KineMaster or other video editing programs
- analyze the online performance of video content

### *Competencies*

The student will be able to:

- analyze a company's brand, overall strategy and digital marketing plan, and then develop creative and effective video content that can improve the online awareness of the company
- plan, shoot, edit and post video content and assess how to customize the video content to make it work for separate online platforms.
- assess how to manage posted content with a company's digital marketing budget in mind based on the analysis of the online performance of video content

ECTS-credits:

5 ECTS

## **2.2. Communication across borders**

Language and location:

The elective course will be in English, teaching is conducted at campus in Roskilde.

Contents:

The aim of the course is to advance students' understanding of various concepts and theories, which are, pertain to intercultural situations both within and between organizations. This understanding is which is of paramount importance in this age of rapid globalization where almost everybody involved in a corporate setting in spite of location is a foreigner and very few businesses can survive by only catering to the domestic market. Attaining intercultural competences is a must going forward and this course aims to equip students with solid foundations and the main areas of focus of the course are as per Lori Breslow Sloan Communication Program (1997) will be;

- Perceptions/Values that Differentiate Cultures
- Communication Practices that Differentiate Cultures
- Qualities Required for Successful Cross-Cultural Communication
- Resolving conflicts and negotiation across cultures

Both readings and tuition will aim extend and illustrate these areas and case studies which pertain to the abovementioned will be used for further illustration.

Learning goals:

### *Knowledge*

The student will:

- learn various theories with regards to Perceptions/Values that Differentiate Cultures, Communication Practices that Differentiate Cultures, Qualities Required for Successful Cross-Cultural Communication, Resolving conflicts and negotiation.
- develop knowledge of various models of cultures (Hofstede + Trompenaars etc.) and communication styles.

### *Skills*

The student will be able to:

- apply the theories of intercultural communication attained via course tuition and theories to intercultural situations (this will be aided by case study work).
- develop cultural knowledge and by that consequently develop intercultural competencies.
- pre-empt, recognise and overcome intercultural conflicts in everyday business situations.

### *Competencies*

The student will be able to:

- apply theories of intercultural communication, it also aims to help them acquire intercultural communication competencies and skills primarily gained from the case study exposure as well as class activities.
- through exposure to the cultural models be able to examine situations from different perspectives and consequently develop respect for other working styles and attitudes.

ECTS-credits:

5 ECTS

## **2.3. Global Marketing**

Language and location:

The elective course will be in English, teaching is conducted at campus in Roskilde.

Contents:

- Global marketing planning, export and intercultural relationship

Learning goals:

### *Knowledge*

The student has development-based knowledge and understanding about and can reflect on applied theories and methodologies regarding:

- internal analysis, value chain and value proposition
- collecting and analysing international data about markets, clients, and users
- cultural differences
- marketing plans

### *Skills*

The student master's skills regarding the application of:

- theories and methods for analysing value chain and value proposition
- theories and methods for analysing markets and international competition
- theories and methods for analyse relationships and intercultural communication
- theories and models within international marketing in order to identify markets and select and present relevant solution models to collaboration partners and users

### *Competencies*

The student is able to handle complex and development-oriented situations regarding:

- independent participation in the development of an international market development strategy
- interdisciplinary collaboration in the development of plans to penetrate new international markets

- identifying own learning needs and developing own knowledge, skills, and competences in relation to strategic marketing

ECTS-credits:

5 ECTS

## 2.4. Digital Marketing

Language and location:

The elective course will be in English, teaching is conducted at campus in Roskilde.

Contents:

The course will teach you how to create a web strategy. In order to do so the student must know the foundation of digital marketing. The digital marketing strategy is the centre of what many companies do. The role of the web, how to generate traffic and consequently how the traffic can be converted into real costumers are important focus areas of this course.

Learning goals:

### *Knowledge*

The student will:

- know latest trends within Digital Marketing
- know how digital marketing strategies can interact in the overall marketing plan of a company.
- know what is the different between earned, owned and paid media and how do you prioritize the resources
- know how different social media (SOME) platforms, e.g Facebook, LinkedIn, Twitter, Instagram, YouTube can be used as marketing channels
- know what is banner advertising
- understand SEO - inclusive knowledge about relevant tools that can be used for writing SEO-friendly content
- understand SEM - inclusive Google analytics
- know the meaning of conversion rate optimization

### *Skills*

The student will be able to:

- analyse and evaluate strategic opportunities related to digital marketing strategy
- analyse and evaluate how companies can use SEMO as digital marketing
- analyse and evaluate knowledge on SEO to create relevant content for the website
- analyse and evaluate data from Google analytics, including traffic and conversions

### *Competencies*

The student will be able to:

- analyse, evaluate and suggest digital marketing strategies
- suggest how companies can utilise various platforms within SOME in their overall marketing strategy
- suggest how SEM and SEO can be used as a part of the overall marketing strategy
- suggest how a website can be improved its conversion rate

ECTS credits:

5 ECTS

## 2.5. Kommunikation på tværs af grænser

Sprog og lokation:

Valgfaget afvikles på dansk, undervisning foregår i Roskilde.

Indhold:

Formålet med kurset er at fremme de studerendes forståelse af forskellige koncepter og teorier, der vedrører interkulturelle situationer både i og mellem organisationer. Denne forståelse er vigtig i en tidsalder med hurtig globalisering, hvor næsten alle virksomheder er kulturelt sammensatte. Endvidere kan meget få virksomheder overleve ved kun at betjene hjemmemarkedet. At opnå interkulturelle kompetencer er derfor et must. Dette kursus vigtigste fokusområder er:

- Opfattelser / værdier, der adskiller kulturer
- Kommunikationspraksis, der differentierer kulturer
- Kvaliteter, der kræves til vellykket tværkulturel kommunikation
- Løsning af konflikter og forhandlinger på tværs af kulturer

Læringsmål:

### *Viden*

Den studerende har viden om:

- forskellige teorier med hensyn til opfattelser / værdier, der differentierer kulturer, kommunikationspraksis, der differentierer kulturer, kvaliteter, der kræves for vellykket tværkulturel kommunikation, løsning af konflikter og forhandling.
- viden om forskellige modeller af kulturer (Hofstede + Trompenaars osv.) og kommunikationsstilarter.

### *Færdigheder*

Den studerende kan:

- anvende teorierne for interkulturel kommunikation opnået via kursusundervisning og teorier på interkulturelle situationer (dette vil blive hjulpet af case study-arbejde).
- udvikle kulturel viden og dermed udvikle interkulturelle kompetencer.
- foregribe, genkende og overvinde interkulturelle konflikter i hverdagens forretningsituationer.

### *Kompetencer*

Den studerende kan:

- anvende teorier om interkulturel kommunikation, det sigter også mod at hjælpe dem med at tilegne sig interkulturelle kommunikationskompetencer og færdigheder primært opnået ved casestudie-eksponering såvel som klasseaktiviteter.
- gennem eksponering for de kulturelle modeller kunne undersøge situationer fra forskellige perspektiver og følgelig udvikle respekt for andre arbejdsstilarter og holdninger.

ECTS-omfang:

5 ECTS

## 2.6. Digital Markedsføring

Sprog og lokation:

Valgfaget afvikles på dansk, undervisning foregår i Roskilde.

Indhold:

Formålet er lære at kunne udarbejde en webstrategi. For at gøre dette skal studerende kende grundlaget for digital markedsføring. Den digitale markedsføringsstrategi er centrum for alt hvad virksomheden gør.

Webstedets rolle, hvordan man genererer trafik til det, og derefter hvordan trafikken kan konverteres til kunder er et andet vigtigt fokus i dette valgfag.

Læringsmål:

#### *Viden*

Den studerende har viden om:

- seneste tendenser inden for digital marketing
- hvordan digital markedsføringsstrategi skal anvendes i en virksomheds marketingplan
- forskellen mellem optjente, ejede og betalte medier og hvordan man prioriterer ressourcer
- hvordan de forskellige sociale medieplatforme, f.eks. Facebook, LinkedIn, Twitter, Instagram, YouTube bruges som marketingskanaler.
- hvad er bannerannoncering
- forståelse af SEO - inklusive viden om relevante værktøjer, der skal bruges til at skrive SEO-venlige tekster
- forståelse af SEM - inklusive Google analytics
- betydningen af conversion rate optimization

#### *Færdigheder*

Den studerende kan:

- analysere og evaluere strategiske muligheder relateret til den digitale marketingstrategi
- analysere og evaluere, hvordan virksomheder bruger sociale medier til digital markedsføring
- anvende viden om SEO for at oprette relevante tekster til websteder
- analysere data fra Google analytics, herunder trafik og konverteringer

#### *Kompetencer*

Den studerende kan:

- analysere, evaluere og foreslå konkrete digitale marketingstrategier
- være i stand til at fremsætte forslag om, hvordan virksomheder kan anvende platforme på sociale medier i deres markedsføringsstrategi
- kunne fremsætte forslag til, hvordan SEM og SEO skal bruges som en del af virksomheds markedsføringsstrategien
- foreslå, hvordan et websted kan forbedre sin conversion rate

ECTS-omfang:

5 ECTS

## **2.7. Servicedesign & Oplevelsesøkonomi**

Sprog og lokation:

Valgfaget afvikles på dansk, undervisningen foregår i Roskilde.

Indhold:

Formålet med dette valgfag er at give indsigt i, hvordan et firma eller butik kan finde frem til serviceydelser (servicedesigns), der på en og samme tid er attraktive for både kunder og effektive for virksomheden.

Eksempler på disse er:

Servicedesign:

- Definitioner, teorier og modeller for servicedesign
- Servicedesign processen

Oplevelsesøkonomi:

- Idéudvikling, design, realisere og kommunikere oplevelsesorienterede interventioner



- Kreative processer for forretningsudvikling

Basisfag:

- Metode

Læringsmål:

*Viden*

Den studerende har viden om:

- definitioner på servicedesign og kategorisering
- skift fra produktfokus til værdiskabende brugerrejser ved hjælp af servicedesign
- metodeanvendelse

*Færdigheder*

Den studerende kan:

- arbejde målrettet med serviceydelsernes værdiskabelse i virksomhedens forretningsmodel
- arbejde med brancherelaterede problemstillinger, processer og løsninger inden for servicedesign
- håndtere idéudviklingsværktøjer (divergent og konvergent tænkning)
- anvende metoder og teori inden for fagfeltet

*Kompetencer*

Den studerende kan:

- selvstændigt planlægge og gennemføre test af behov, produkt og forretningsmodel for eksterne interessenter
- selvstændigt deltage i fagligt og tværfagligt samarbejde om udvikling af servicedesign og oplevelser

ECTS-omfang:

5 ECTS

## **2.8. Business statistics**

The elective course will be in English, teaching is conducted in Næstved.

Contents:

The aim of this course is to introduce students to various business statistics concepts such as sampling, categorical data, hypothesis testing and regression analysis as well as to teach them how these concepts can be employed to make sound business decisions, particularly within the field of marketing.

For this course, students will use an on-line homework system called Datacamp to handle all of the routine and practice problems. The students will be required to set up an account on Datacamp as part of this course.

Learning goals:

*Knowledge*

The student will:

- acquire the knowledge necessary to apply statistical theories and methods within descriptive statistics, probability, confidence Intervals and hypothesis testing, regression and correlation.

### *Skills*

The students will be equipped with the skills necessary to:

- calculate measures of central tendency
- design and carry out experiments in order to test hypotheses
- perform a linear regression analysis as well as multiple regression analysis

### *Competencies*

The student will be able to:

- independently select the most appropriate sampling technique as well as determine the most adequate sample size needed to ensure valid statistical results.
- calculate descriptive summary measures for a population (mean, median, mode, and standard deviation).
- independently process and analyze sample data for the purpose of testing hypotheses about the population mean, variance and proportion.

ECTS-credits:

5 ECTS

## **3. Prøver i valgfag/Tests and exams in elective courses**

Formålet med prøver i uddannelsens fagelementer er at dokumentere, i hvilken grad den studerende opfylder de faglige mål, der er fastsat af uddannelsen og dens elementer. Alle prøver skal bestås med mindst karakteren 02. Den studerende har ret til 3 forsøg pr. prøve. Beståede prøver kan ikke tages om. Det er den studerendes ansvar at sætte sig ind i og overholde Erhvervsakademiets regler for afholdelse af prøver. Begyndelse på et uddannelseselement, semester mv. er samtidig tilmelding til de tilhørende prøver.

(English)

The purpose of tests in the academic elements is to document whether the student meets the professional and academic goals set by the study programme and its elements. All tests must be passed with the minimum grade 02. The student is entitled to 3 attempts per test. Passed tests cannot be retaken. It is the student's own responsibility to acquaint with and comply with Zealand's rules for tests and exams. With the commencement of an academic element, a semester, etc., the student automatically registers for the associated tests and exams.

### **3.1. Exam in video content creation**

Requirements for participation in the test:

None.

The planning and contents of the test:

30 min individually oral exam (incl. voting and grading) based on a 15-30 sec video created and edited by the student. At the exam the student will argue for the chosen content and platform covering the topics of the elective track.

Formal requirements:

None.

Assessment criteria:

The learning objectives for Video content creation.

Grades will be given as per the Danish 7-point grading scale.

Temporal placement:  
At the end of the course

ECTS-credits:  
5 ECTS

### **3.2. Exam in communication across borders**

Requirements for participation in the test:  
None

The planning and contents of the test:  
25-minute oral exam (incl. voting and grading) based on a written synopsis.

Formal requirements:  
Max 5 standard pages (1 standard page = 2400 characters, incl. spaces) synopsis covering the topics of the elective track.

Assessment criteria:  
The learning objectives for communication across borders.  
Grades will be given as per the Danish 7-point grading scale.

Temporal placement:  
At the end of the course

ECTS-credits:  
5 ECTS

### **3.3. Exam in global marketing**

Requirements for participation in the test:  
None.

The planning and contents of the test:  
Oral exam based upon a group written synopsis on the above subjects related to global marketing.

Formal requirements:  
The synopsis may not exceed 30,000 characters, incl. spaces.

Assessment criteria:  
The learning objectives for global marketing.  
Grades will be given as per the Danish 7-point grading scale.

Temporal placement:  
At the end of the course

ECTS-credits:  
5 ECTS

### **3.4. Exam in digital marketing**

Requirements for participation in the test:

None.

The planning and contents of the test:

Upload group synopsis before the oral exam. The oral group exam will last for 45 min, inclusive a 5-7 min presentation.

Formal requirements:

Minimum 4 and maximum 6 standard pages (1 standard page = 2400 characters, incl. spaces)

Assessment criteria:

The learning objectives for digital marketing.

The oral exam will be graded after the 7-grade scale.

Temporal placement:

At the end of the course

ECTS-credits:

5 ECTS

### **3.5. Eksamen i kommunikation på tværs af grænser**

Forudsætninger for deltagelse i prøven:

None.

Prøvens tilrettelæggelse og indhold:

25-minutters mundtlig eksamen (inkl. votering og bedømmelse) baseret på en skriftlig synopsis, der dækker emnerne på valgfaget.

Formkrav:

Maksimum 5 normalsider (en normalside er 2400 anslag, inklusiv mellemrum).

Bedømmeskriterier:

Bedømmeskriterierne tager udgangspunkt i læringsmålene for kommunikation på tværs af grænser.

Karakterer gives i henhold til den danske 7-trins karakterskala.

Tidsmæssig placering:

Ved afslutningen af faget.

ECTS-omfang:

5 ECTS

### **3.6. Eksamen i digital markedsføring**

Forudsætninger for deltagelse i prøven:

None.

Prøvens tilrettelæggelse og indhold:

Gruppesyndopsis inden mundtlig eksamen. Den mundtlige gruppeeksamen varer 45 minutter, inklusiv en præsentation på 7-10 minutter.

Formkrav:

Minimum 4 og maksimum 6 normalsider (en normalside er 2400 anslag, inklusiv mellemrum).

Bedømmelseskriterier:

Bedømmelseskriterierne tager udgangspunkt i læringsmålene for digital markedsføring.

Karakteren er individuel og er baseret på synopsis og den mundtlige præstation.

Karakter gives i henhold til den danske 7-trins karakterskala.

Tidsmæssig placering:

Ved afslutningen af semesteret.

ECTS-omfang:

5 ECTS

### **3.7. Eksamen i servicedesign & oplevelsesøkonomi**

Forudsætninger for deltagelse i prøven:

None.

Prøvens tilrettelæggelse og indhold:

Der vil være en række mindre elementer/træningsopgaver (f.eks. feltstudier) i løbet af semestret. Det kan f.eks. være test af ideer blandt eksterne aktører.

På den baggrund skrives der en gruppesyndopsis, der danner grundlag for den mundtlige individuelle eksamen. Den mundtlige eksamen varer i 30 min inkl. votering og bedømmelse.

Formkrav:

Ingen

Bedømmelseskriterier:

Bedømmelseskriterierne tager udgangspunkt i læringsmålene for servicedesign & oplevelsesøkonomi.

Der gives karakterer efter den danske 7-trinsskala.

Tidsmæssig placering:

Ved afslutningen af faget.

### **3.8. Exam in business statistics**

Requirements for participation in the test:

None.

The planning and contents of the test:

A comprehensive 25 questions multiple choice test.

Formal requirements:

None.

Assessment criteria:

The exam counts for the overall course grade and will be graded as per the Danish 7-point grading scale.

Temporal placement:

At the end of the course.

For regler i forbindelse med prøver, bl.a. syge- og omprøver, eksamenssnyd og plagiering, klager og anker samt andre regler for uddannelsen, henvises til den lokale del af studieordningen.

(English)

See the local part of the curriculum, for rules related to tests, e.g. re-examination due to illness, cheating at exams, and plagiarism, complaints, appeals, as well as other rules for the programme.

#### **4. Ikrafttrædelse/Effective date**

Valgfagskataloget er gældende for de studerende, der skal vælge valgfag for foråret 2021.

The elective course catalogue is effective for students who choose elective courses for the spring 2021.